



Mel Ilomin &lt;mel.ilomin@lacity.org&gt;

**Lime <> CD1**

21 messages

**Karla Owunwanne** <karla.martinez@li.me>

Tue, Jan 29, 2019 at 2:16 PM

To: Tony Ricasa &lt;tony.ricasa@lacity.org&gt;, Mel Ilomin &lt;mel.ilomin@lacity.org&gt;, Bill Cody &lt;bill.cody@lacity.org&gt;

Cc: Samantha Martinez &lt;smartinez@kindelgagan.com&gt;, Tanner Blackman &lt;tblackman@kindelgagan.com&gt;

Tony and Mel, I hope you both have been well since we met to discuss Lime's operations, last month.

Bill, it was a pleasure meeting you last night at the Arroyo Seco Neighborhood Council meeting.

I wanted to take the opportunity to send you all an update on Lime's operations throughout the district. Since we received our conditional use permit mid-December - which we touched on when we met - we have started expanding our presence throughout other parts of the City of Los Angeles. We currently have 90-100 scooters deployed in CD1 - mainly in Chinatown, Pico-Union, and Highland Park. A total of 14k+ rides have been taken in the last month since launch, and we are averaging more than 3 trips per vehicle per day.

Since we just deployed in the area a month ago and are in the early stages of collecting data, we likely will see deployment spots moving around the neighborhood in the next few weeks. The data will help us decide where to put scooters, as well as inform our fleet size. I hope that's helpful.

Let us know if you would like to schedule another in-person meeting in the upcoming weeks - we're happy to coordinate. Please don't hesitate to reach out with additional questions and feedback on how Lime can continue to be a good community partner.

Best,  
Karla



Karla Owunwanne  
Community Affairs Manager, LA  
310-775-5081  
Your ride anytime

**Mel Ilomin** <mel.ilomin@lacity.org>

Tue, Jan 29, 2019 at 2:28 PM

To: Tony Ricasa &lt;tony.ricasa@lacity.org&gt;, Bill Cody &lt;bill.cody@lacity.org&gt;, Hugo Ortiz &lt;hugo.ortiz@lacity.org&gt;

I meant to confirm today that I saw 3 Lime scooters parked in the Chinatown Gold Line today.

Mel Ilomin  
Policy Deputy  
Office of Councilman Gil Cedillo  
Los Angeles Council District 1  
(213) 473-7001 City Hall



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**Mel Ilomin** <mel.ilomin@lacity.org>

Tue, Jan 29, 2019 at 3:00 PM

To: Karla Owunwanne &lt;karla.martinez@li.me&gt;

Cc: Tony Ricasa &lt;tony.ricasa@lacity.org&gt;, Bill Cody &lt;bill.cody@lacity.org&gt;, Samantha Martinez &lt;smartinez@kindelgagan.com&gt;, Tanner Blackman &lt;tblackman@kindelgagan.com&gt;, Hugo Ortiz &lt;hugo.ortiz@lacity.org&gt;

We are deeply concerned. When we met with Tanner and Samantha the last time, we were not under the assumption that Lime was going to deploy. It was out of fairness for your other competitors that we told everyone that we have yet to discuss this issue with the Member before any deployment should take place. That being said, we should meet asap. Please provide your availability.

Mel Ilomin  
Policy Deputy  
Office of Councilman Gil Cedillo  
Los Angeles Council District 1  
(213) 473-7001 City Hall



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**Karla Owunwanne** <karla.martinez@li.me>

Tue, Jan 29, 2019 at 6:53 PM

To: Mel Ilomin &lt;mel.ilomin@lacity.org&gt;

Cc: Tony Ricasa <Tony.Ricasa@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>

I have availability on Thursday from 12-2:30pm and Friday from 1-4pm. If those dates don't work, let me know your availability over the next two weeks and we can accommodate.

Thank you,  
Karla

Sent from my iPhone  
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Tony Ricasa <tony.ricasa@lacity.org>

To: Mel Iloimin <mel.ilomin@lacity.org>

Tue, Jan 29, 2019 at 8:54 PM

Mel, im available Tue. 2/5 at 2:00pm or Wed. 2/6 at 1:00pm. You can figure your schedule and let them know. Thanks.

----- Forwarded message -----  
From: **Karla Owunwanne** <karla.martinez@li.me>  
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Tony Ricasa  
Deputy Chief of Staff  
  
Los Angeles City Councilmember Gilbert Cedillo  
[200 N. Spring Street, Room 460](#)  
[Los Angeles, CA 90012](#)  
  
Tel: (213) 473-7001  
Fax: (213) 473-7462

Mel Iloimin <mel.ilomin@lacity.org>

To: Karla Owunwanne <karla.martinez@li.me>

Cc: Tony Ricasa <Tony.Ricasa@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>

Wed, Jan 30, 2019 at 9:04 AM

2/6 at 1 pm works with Tony and myself. Could we have a calendar invite sent?

Mel Iloimin  
Policy Deputy  
Office of Councilman Gil Cedillo  
Los Angeles Council District 1  
(213) 473-7001 City Hall



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Karla Owunwanne <karla.martinez@li.me>


To: Mel Iloimin <mel.ilomin@lacity.org>

Cc: Tony Ricasa <Tony.Ricasa@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>

Wed, Jan 30, 2019 at 10:29 AM

Good morning Mel,  
  
I went ahead and sent a calendar invite. Looking forward to connecting next week.

Thank you,  
Karla



Karla Owunwanne

Community Affairs Manager, LA

310-775-5081

Your ride anytime

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Karla Owunwanne <karla.martinez@li.me>

To: Mel Iloimin <mel.ilomin@lacity.org>

Cc: Tony Ricasa <Tony.Ricasa@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>

Fri, Feb 8, 2019 at 3:27 PM

Hello all,  
  
I wanted to circle back on this week's meeting. Thank you again for making time to meet with us to discuss our operations throughout CD1. As promised, I wanted to share some information regarding out outreach and deployment in the district. We currently have just under 100 scooters throughout the district. Below is information regarding our plans for deployment next month when permits are issued for the 1-year pilot program.

Council District	Neighborhood/Area	# of E-	# of E-Bikes	# of Bikes	# of Adaptive	Percentage
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3/1/2019

City of Los Angeles Mail - Lime <> CD1

	Scooters	(Non-Electric)	Bikes	of Overall Fleet
CD 1				
Chinatown	50			0.91%
Highland Park	100			1.82%
Pico-Union	100			1.82%
Westlake	250			4.55%

List of stakeholders we have met with:

- Chinatown BID
- Cypress Park Neighborhood Council
- Wilshire Center - Koreatown Neighborhood Council
- Arroyo Seco Neighborhood Council
- North Area Neighborhood Development Council

Let me know what other information would be useful for your office, and I'm happy to work with our operations team to provide.

Best,  
Karla



Karla Owunwanne  
Community Affairs Manager, LA  
310-775-5081  
Your ride anytime

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**Tony Ricasa** <tony.ricasa@lacity.org> Fri, Feb 8, 2019 at 4:15 PM  
To: Karla Owunwanne <karla.martinez@li.me>  
Cc: Mel Ilomin <mel.ilomin@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>, Jose Rodriguez <jose.a.rodriguez@lacity.org>, GIL CEDILLO Debby Kim <debby.kim@lacity.org>

Karla,

FYI I have added other pertinent staff to this message. Can you please provide us the list of the over 100 organizations that you mentioned you have met with? Also you said that you were going to provide us other data. Please forward that as well. Thank you.

Sent from my iPhone  
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**Karla Owunwanne** <karla.martinez@li.me> Fri, Feb 8, 2019 at 4:26 PM  
To: Tony Ricasa <tony.ricasa@lacity.org>  
Cc: Mel Ilomin <mel.ilomin@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>, Jose Rodriguez <jose.a.rodriguez@lacity.org>, GIL CEDILLO Debby Kim <debby.kim@lacity.org>

Hi Tony,

What other data would you like us to provide? Let me know and I'll work with our Operations team to get it to you.

Thanks,  
Karla



Karla Owunwanne  
Community Affairs Manager, LA  
310-775-5081  
Your ride anytime

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**Tony Ricasa** <tony.ricasa@lacity.org> Fri, Feb 8, 2019 at 4:45 PM  
To: Karla Owunwanne <karla.martinez@li.me>  
Cc: Mel Ilomin <mel.ilomin@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>, Jose Rodriguez <jose.a.rodriguez@lacity.org>, GIL CEDILLO Debby Kim <debby.kim@lacity.org>

Demographics of users (including age, gender, socio-econ status, language etc.), accidents, average length of rides. Also, it seems that you have intention to deploy a large number in our highly dense communities in the Pico-Union area. Where are the specific locations in each area that you identified that you intend to dock the scooters in the morning?

Sent from my iPhone  
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**Tony Ricasa** <tony.ricasa@lacity.org> Fri, Feb 8, 2019 at 4:47 PM  
To: Karla Owunwanne <karla.martinez@li.me>  
Cc: Mel Ilomin <mel.ilomin@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>, Jose Rodriguez <jose.a.rodriguez@lacity.org>, GIL CEDILLO Debby Kim <debby.kim@lacity.org>

... dense communities...\*Pico Union-Westlake dense areas

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**Karla Owunwanne** <karla.martinez@li.me> Fri, Feb 8, 2019 at 4:58 PM

To: Tony Ricasa <tony.ricasa@lacity.org>, Jessie Lucci <jessie.lucci@li.me>  
Cc: Mel Iloimin <mel.ilomin@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>, Jose Rodriguez <jose.a.rodriguez@lacity.org>, GIL CEDILLO Debby Kim <debby.kim@lacity.org>

**Demographics of users** (including age, gender, socio-econ status, language etc.):

LA-specific case study can be found [here](#), on page 16

The below information is across all markets, not specific to CD1

-Median age of our riders is 32 with more than 20 percent of our riders over 40

-33 percent of our riders identify as belonging to a minority race or ethnic group

-34 percent report an annual income of less than \$50,000

-Our Lime app and Customer Service team currently operates in numerous languages, including English, Spanish, French, German, Polish, Chinese, Czech, Creole, Filipino, Japanese, Swedish, Ukrainian, Russian, Portuguese, Italian, Arabic, Hebrew, Romanian, Tagalog, Danish, Norwegian, Albanian, Swahili and Hungarian.

**Accidents:** we don't have access to accident data, this goes to hospitals and law enforcement

**Average length of rides:** 8 minutes, .6 miles

**Where are the specific locations in each area that you identified that you intend to dock the scooters in the morning?** I'll have to circle back with you once I have this information from our operations team



Karla Owunwanne  
Community Affairs Manager, LA  
310-775-5081  
[Your ride anytime](#)

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**Tony Ricasa** <tony.ricasa@lacity.org>

Thu, Feb 14, 2019 at 10:18 PM

To: Karla Owunwanne <karla.martinez@li.me>

Cc: Jessie Lucci <jessie.lucci@li.me>, Mel Iloimin <mel.ilomin@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Tanner Blackman <tblackman@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>, Jose Rodriguez <jose.a.rodriguez@lacity.org>, GIL CEDILLO Debby Kim <debby.kim@lacity.org>

The number of scooters that you intend to deploy in CD 1 is high. You intend to deploy a high number of scooters in one of our most dense areas that has traffic and parking challenges. Please identify the specific locations and number of scooters in each location that you intend to dock your scooters. Thank you.

Sent from my iPhone

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**Bill Cody** <bill.cody@lacity.org>

Thu, Feb 14, 2019 at 11:22 PM

To: Tony Ricasa <tony.ricasa@lacity.org>, mel.ilomin@lacity.org

100? Really. That's a lot. Considering there are like 3 or 4 other companies planning to deploy. Just saying.

Sent from my iPhone

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**Tanner Blackman** <tblackman@kindelgagan.com>

Fri, Feb 15, 2019 at 10:17 AM

To: Tony Ricasa <tony.ricasa@lacity.org>, Karla Owunwanne <karla.martinez@li.me>

Cc: Jessie Lucci <jessie.lucci@li.me>, Mel Iloimin <Mel.Iloimin@lacity.org>, Bill Cody <bill.cody@lacity.org>, Samantha Martinez <smartinez@kindelgagan.com>, Hugo Ortiz <hugo.ortiz@lacity.org>, Jose Rodriguez <jose.a.rodriguez@lacity.org>, GIL CEDILLO Debby Kim <debby.kim@lacity.org>

Tony, all,

Apologies for the delay in response. We have been working with the operations team to further refine deployment plan and rollout specifics, in advance of the 1-year permits expected early next month, especially in response to your concerns and requests.

We understand and will share an updated plan as soon as possible. Thanks.

Tanner

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**Tanner Blackman**  
**Kindel Gagan**  
Public Affairs Advocacy  
550 S. Hope St., #530  
Los Angeles, CA 90071

[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)

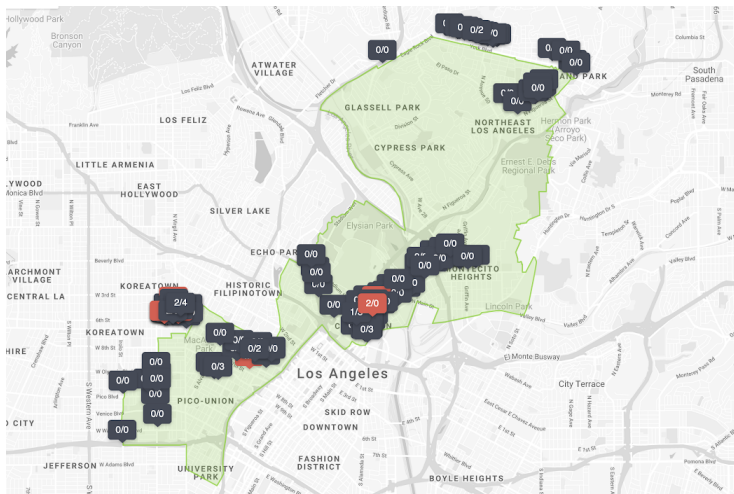
213.624.1550

**From:** Tony Ricasa <[tony.ricasa@lacity.org](mailto:tony.ricasa@lacity.org)>  
**Sent:** Thursday, February 14, 2019 10:18:12 PM  
**To:** Karla Owunwanne  
**Cc:** Jessie Lucci; Mel Ilomin; Bill Cody; Samantha Martinez; Tanner Blackman; Hugo Ortiz; Jose Rodriguez; GIL CEDILLO Debby Kim  
**Subject:** Re: Lime <> CD1

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**Karla Owunwanne** <[karla.martinez@li.me](mailto:karla.martinez@li.me)> Mon, Feb 18, 2019 at 2:14 PM  
To: Tanner Blackman <[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)>  
Cc: Tony Ricasa <[tony.ricasa@lacity.org](mailto:tony.ricasa@lacity.org)>, Jessie Lucci <[jessie.lucci@li.me](mailto:jessie.lucci@li.me)>, Mel Ilomin <[Mel.Ilomin@lacity.org](mailto:Mel.Ilomin@lacity.org)>, Bill Cody <[bill.cody@lacity.org](mailto:bill.cody@lacity.org)>, Samantha Martinez <[smartinez@kindelgagan.com](mailto:smartinez@kindelgagan.com)>, Hugo Ortiz <[hugo.ortiz@lacity.org](mailto:hugo.ortiz@lacity.org)>, Jose Rodriguez <[jose.a.rodriguez@lacity.org](mailto:jose.a.rodriguez@lacity.org)>, GIL CEDILLO Debby Kim <[debby.kim@lacity.org](mailto:debby.kim@lacity.org)>

Please see below for a map of where we plan to deploy throughout the district.



Karla Owunwanne  
Community Affairs Manager, LA  
310-775-5081  
Your ride anytime

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**Tony Ricasa** <[tony.ricasa@lacity.org](mailto:tony.ricasa@lacity.org)> Wed, Feb 20, 2019 at 8:54 AM  
To: Karla Owunwanne <[karla.martinez@li.me](mailto:karla.martinez@li.me)>  
Cc: Tanner Blackman <[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)>, Jessie Lucci <[jessie.lucci@li.me](mailto:jessie.lucci@li.me)>, Mel Ilomin <[Mel.Ilomin@lacity.org](mailto:Mel.Ilomin@lacity.org)>, Bill Cody <[bill.cody@lacity.org](mailto:bill.cody@lacity.org)>, Samantha Martinez <[smartinez@kindelgagan.com](mailto:smartinez@kindelgagan.com)>, Hugo Ortiz <[hugo.ortiz@lacity.org](mailto:hugo.ortiz@lacity.org)>, Jose Rodriguez <[jose.a.rodriguez@lacity.org](mailto:jose.a.rodriguez@lacity.org)>, GIL CEDILLO Debby Kim <[debby.kim@lacity.org](mailto:debby.kim@lacity.org)>

Karla,

Thank you for the map. Unfortunately, it is difficult to decipher. Can you please send the addresses/street corners/etc. where you intend to place the scooters. Please provide the number of scooters in each location. Thank you.

-Tony

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**Tony Ricasa** <[tony.ricasa@lacity.org](mailto:tony.ricasa@lacity.org)> Wed, Feb 20, 2019 at 10:56 AM  
To: Karla Owunwanne <[karla.martinez@li.me](mailto:karla.martinez@li.me)>  
Cc: Mel Ilomin <[mel.ilomin@lacity.org](mailto:mel.ilomin@lacity.org)>, Bill Cody <[bill.cody@lacity.org](mailto:bill.cody@lacity.org)>, Samantha Martinez <[smartinez@kindelgagan.com](mailto:smartinez@kindelgagan.com)>, Tanner Blackman <[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)>, Hugo Ortiz <[hugo.ortiz@lacity.org](mailto:hugo.ortiz@lacity.org)>, Jose Rodriguez <[jose.a.rodriguez@lacity.org](mailto:jose.a.rodriguez@lacity.org)>, GIL CEDILLO Debby Kim <[debby.kim@lacity.org](mailto:debby.kim@lacity.org)>

Sent from my iPhone

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**Tanner Blackman** <[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)> Wed, Feb 20, 2019 at 11:47 AM  
To: Tony Ricasa <[tony.ricasa@lacity.org](mailto:tony.ricasa@lacity.org)>, Karla Owunwanne <[karla.martinez@li.me](mailto:karla.martinez@li.me)>  
Cc: Jessie Lucci <[jessie.lucci@li.me](mailto:jessie.lucci@li.me)>, Mel Ilomin <[Mel.Ilomin@lacity.org](mailto:Mel.Ilomin@lacity.org)>, Bill Cody <[bill.cody@lacity.org](mailto:bill.cody@lacity.org)>, Samantha Martinez <[smartinez@kindelgagan.com](mailto:smartinez@kindelgagan.com)>, Hugo Ortiz <[hugo.ortiz@lacity.org](mailto:hugo.ortiz@lacity.org)>, Jose Rodriguez <[jose.a.rodriguez@lacity.org](mailto:jose.a.rodriguez@lacity.org)>, GIL CEDILLO Debby Kim <[debby.kim@lacity.org](mailto:debby.kim@lacity.org)>

Hey Tony & team,

We're working with the operations team to put together a proper plan with locations, etc. We just wanted to get that map over to you asap.

Thanks for your patience.

Tanner

---  
Tanner Blackman  
**Kindel Gagan**  
*Public Affairs Advocacy*  
550 S. Hope St., #530  
Los Angeles, CA 90071

[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)  
213.624.1550

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**From:** Tony Ricasa <[tony.ricasa@lacity.org](mailto:tony.ricasa@lacity.org)>  
**Sent:** Wednesday, February 20, 2019 8:54:15 AM  
**To:** Karla Owunwanne  
**Cc:** Tanner Blackman; Jessie Lucci; Mel Ilomin; Bill Cody; Samantha Martinez; Hugo Ortiz; Jose Rodriguez; GIL CEDILLO Debby Kim  
**Subject:** Re: Lime <> CD1

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**Mel Ilomin** <[mel.ilomin@lacity.org](mailto:mel.ilomin@lacity.org)> Fri, Mar 1, 2019 at 2:16 PM  
**To:** Tanner Blackman <[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)>  
**Cc:** Tony Ricasa <[tony.ricasa@lacity.org](mailto:tony.ricasa@lacity.org)>, Karla Owunwanne <[karla.martinez@li.me](mailto:karla.martinez@li.me)>, Jessie Lucci <[jessie.lucci@li.me](mailto:jessie.lucci@li.me)>, Bill Cody <[bill.cody@lacity.org](mailto:bill.cody@lacity.org)>, Samantha Martinez <[smartinez@kindelgagan.com](mailto:smartinez@kindelgagan.com)>, Hugo Ortiz <[hugo.ortiz@lacity.org](mailto:hugo.ortiz@lacity.org)>, Jose Rodriguez <[jose.a.rodriguez@lacity.org](mailto:jose.a.rodriguez@lacity.org)>, GIL CEDILLO Debby Kim <[debby.kim@lacity.org](mailto:debby.kim@lacity.org)>

Out of courtesy, I would just like to inform you that the Member has expressed his desire and has taken steps to be excluded from the e-scooter program as it pertains to the conditional and the 1 year permit. He would also like to use this time to evaluate how the e-scooter programs fare in the other Council districts. Please plan accordingly.

**Mel Ilomin**  
**Policy Deputy**  
**Office of Councilman Gil Cedillo**  
**Los Angeles Council District 1**  
**(213) 473-7001 City Hall**



On Fri, Feb 15, 2019 at 10:17 AM Tanner Blackman <[tblackman@kindelgagan.com](mailto:tblackman@kindelgagan.com)> wrote:  
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